

Evaluative Question Stems

Colour

1. What colours are used?
2. Why do you think these colours were chosen?
3. Do the colours change? Why do you think this happens?
4. Do the colours match the message?
5. How would this be different if it was filmed in black and white?

Characters/Significant Objects/Symbols

1. How are the characters used?
2. Are the characters meant to look like real people? Why do you think this is so?
3. How do you know some characters/objects/symbols are more important than others?
4. Why do you think the particular character/object/symbol was chosen?
5. Are some characters/objects/symbols in brighter light than others? Do you think this is important?

Setting

1. Where does this take place?
2. Why do you think this setting was chosen?
3. How is the setting created?
4. Does the setting change? Why do you think this is?
5. Did the changes in the setting add to the message?

Text

1. How does the size of the text affect the way you read it?
2. How does the position of the text affect the way you read it?
3. Is the font suitable for the message?
4. Is the right amount of text included to give the message?
5. Is the difficulty of the text suitable for the audience and purpose?

Images

1. Are the images used realistic? Does this make a difference to the way we think about the message?
2. Are the images suitable for the message?
3. Have any parts of the images been highlighted? Why do you think this is?
4. Can you explain why certain images have been put in certain places on the screen?
5. Does the number of images help to give the message?

Transitions

1. How are the transitions managed?
2. Did you notice more than one way of moving from one shot to the next?
3. How effective are the transitions?
4. Does the style of the transition match the message?
5. What changes would you make to the transitions?

Sound

1. How is the sound used to create meaning?
2. What exactly can you hear, and what message does it give?
3. What difference does the sound make?
4. What use is made of silence, how does it make you feel?
5. Do you think the sounds that are chosen match the message?

Camera

1. What can you see in this shot?
2. Can you explain why some of the shots have been made? What message is the shot trying to give?
3. Choose a part of the presentation – Where's the camera? Why is the camera in this location? What's the message at this point?
4. When does the camera move from one shot to the next? Why do you think this happens? Does the camera show us something new each time the shot changes?
5. Did the length of shot get quicker or slower at any point in the sequence? Why do you think this is?

Speech/Dialogue

1. What can you tell about the speaker from their voices?
2. Do the characters speak in an interesting way? Do you get tired of listening to them?
3. Can you hear what the characters are saying? Are the voices at the right volume?
4. Do the speakers vary the speed at which they speak. Does the speed of the speech match the message?
5. Is there too much, or not enough speech? Could some of the messages that were given by speaking have been given in another way e.g. through pictures or sounds?

Intent

1. Is it fact or fiction?
2. Who do you think this was made for? Who is the intended audience?
3. What images/sounds/characters/effects have been chosen to make sure it appeals to the intended audience?
4. Why do you think this presentation was made? What is its purpose? What message is being given?
5. What roles were involved in making this presentation?

Production/Evaluation

1. Why did you choose this audience?
2. Which particular sounds/images/characters/effects did you choose deliberately to appeal to your chosen audience?
3. What did you have to think about when you were making your presentation?
4. What is your favourite part of the presentation? What features do you particularly like?
5. If you were doing this again, what parts would you change to make them even better?

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